

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A display assembly for an electronic device comprising:
 - a backlight device;
 - a reflective display disposed ~~above~~ vertically over said backlight device and comprising a top surface and a bottom surface;
 - an embedded light guide which is embedded in said reflective display between and perpendicular to said top surface and said bottom surface of said reflective display wherein said embedded light guide is for conducting light from said backlight device to an area in front of said top surface of said reflective display, wherein said embedded light guide is disposed ~~above~~ entirely and vertically over said backlight device; and
 - a front light reflecting film disposed ~~above~~ vertically over said top surface of said reflective display and said backlight device.
2. (Canceled)
3. (Original) The display assembly of Claim 1, wherein said backlight device is an electro-luminescent (EL) light device.
4. (Original) The display assembly of Claim 1, wherein said backlight device contains at least one light emitting diode (LED).

5. (Original) The display assembly of Claim 1, wherein said backlight device is a cold cathode fluorescent tube (CCFT) light device.
6. (Previously Presented) The display assembly of Claim 1, further comprising a brightness enhancing film (BEF) disposed between said backlight device and said bottom surface of said reflective display and for directing light toward said embedded light guide.
7. (Original) The display assembly of Claim 1, wherein said reflective display is an electronic ink display.
8. (Original) The display assembly of Claim 1, wherein said reflective display comprises an electronic paper display.
9. (Original) The display assembly of Claim 1, wherein said reflective display is a digital paper display utilizing micro-machining technology.
10. (Previously Presented) The display assembly of Claim 1, wherein said embedded light guide comprises a plurality of said embedded light guides which enclose an area of said reflective display.
11. (Previously Presented) The display assembly of Claim 10, wherein said plurality of said embedded light guides enclose a sub-pixel of said reflective display.

12. (Currently Amended) A display assembly for an electronic device comprising:

a backlight device;

a reflective display disposed ~~above~~ vertically over said backlight device and comprising a top surface, a bottom surface, and an embedded light guide which is embedded in said reflective display between and perpendicular to said top surface and said bottom surface of said reflective display, wherein said embedded light guide is for conducting light from said backlight device to an area in front of said top surface of said reflective display, wherein said embedded light guide is disposed ~~above~~ entirely and vertically over said backlight device; and

a front light reflecting film, comprising at least one reflective microstructure, disposed ~~above~~ vertically over said top surface of said reflective display and said backlight device.

13. (Canceled)

14. (Original) The display assembly of Claim 12, wherein said backlight device is an electro-luminescent (EL) light device.

15. (Original) The display assembly of Claim 12, wherein said backlight device contains at least one light emitting diode (LED).

16. (Original) The display assembly of Claim 12, wherein said backlight device is a cold cathode fluorescent tube (CCFT) light device.

17. (Previously Presented) The display assembly of Claim 12, further comprising a brightness enhancing film (BEF) disposed above said backlight

device and below said reflective display and for directing light toward said embedded light guide.

18. (Original) The display assembly of Claim 12, wherein said reflective display is an electronic ink display.

19. (Original) The display assembly of Claim 12, wherein said reflective display comprises an electronic paper display.

20. (Original) The display assembly of Claim 12, wherein said reflective display is a digital paper display utilizing micro-machining technology.

21. (Previously Presented) The display assembly of Claim 12, wherein said embedded light guide comprises a plurality of said embedded light guides which enclose an area of said reflective display.

22. (Previously Presented) The display assembly Claim 12, wherein said plurality of said embedded light guides enclose a sub-pixel of said reflective display.

23. (Currently Amended) A display assembly for an electronic device comprising:

a backlight device;

a reflective display disposed above vertically over said backlight device and comprising a top surface and a bottom surface;

a plurality of embedded light guides which are embedded in said reflective display between and perpendicular to said top surface and said bottom surface

of said reflective display and enclosing a display area within said reflective display, wherein said plurality of embedded light guides conduct light from said backlight device to an area in front of said top surface of said reflective display, wherein said embedded light guides are disposed ~~above~~ entirely and vertically over said backlight device; and

a front light reflecting film disposed ~~above~~ vertically over said top surface of said reflective display and said backlight device.

24. (Canceled)

25. (Original) The display assembly of Claim 23, wherein said backlight device is an electro-luminescent (EL) light device.

26. (Original) The display assembly of Claim 23, wherein said backlight device contains at least one light emitting diode (LED).

27. (Original) The display assembly of Claim 23, wherein said backlight device is a cold cathode fluorescent tube (CCFT) light device.

28. (Previously Presented) The display assembly of Claim 23, further comprising a brightness enhancing film (BEF) disposed above said backlight device and below said reflective display for directing light toward said plurality of embedded light guides.

29. (Original) The display assembly of Claim 23, wherein said reflective display is an electronic ink display.

30. (Original) The display assembly of Claim 23, wherein said reflective display comprises an electronic paper display.

31. (Original) The display assembly of Claim 23, wherein said reflective display is a digital paper display utilizing micro-machining technology.

32. (Previously Presented) The display assembly of Claim 23, wherein said plurality of embedded light guides enclose a sub-pixel area of said reflective display.